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25 April 1962

MEMORANDUM FOR THE DIRECTOR

1. This memorandum is for information only.
2. At the request of Allen W. Dulles, and with the approval of the DCI, I went to New York last evening to assist and advise Mr. Dulles in his review of his telecast with Eric Sevareid to be shown tomorrow, Thursday (26 April 1962) over the 160 stations of CBS in the United States from 10:00 PM to 11:00 PM, Eastern Standard Time.
3. It was understood by Mr. Dulles and by CBS officials Edward M. Jones, producer, and Fred W. Friendly, CBS News executive producer of CBS REPORTS, and by Mr. Sevareid that my presence was not as a CIA official to approve or disapprove the telecast, and that the responsibility for the appearance of Mr. Dulles and everything in connection with the telecast is a private personal matter of Mr. Dulles as a private citizen.
4. The telecast is sponsored by the Tidewater Oil Company. Eight minutes of the hour are devoted to commercials.
5. While there may be some criticism of a former CIA Director discussing intelligence in this manner, the substance of the telecast is favorable to CIA and the impact and general pattern should not in my opinion reflect unfavorably upon the Agency.
6. Mr. Dulles does take credit for the Agency in securing a copy of Khrushchev's denunciation at the 20th Party Congress. Mr. Dulles denies that CIA overthrew Mossadeq and denied also that CIA put Nasser into power. He admitted that the Cuban operation had become too large for effective handling by the CIA. He gave a new explanation as to why President Eisenhower in the U-2 case and President Kennedy in the Cuban failure accepted responsibility for these events. He said the Director of CIA is always prepared to take the blame, but that in a free government like ours, for any element of the government to give the impression that it acts independently of the Chief Executive in matters that could cause grave international situations would result in a situation that would be foreign to our method of government. These major actions must have the approval of the Chief Executive before they are undertaken, he stated.
7. In answer to a question as to whether CIA operates independently of national policy as some ambassadors have charged, Mr. Dulles very determinedly said such has never been the case.
8. Deleted from the telecast is Mr. Dulles' defense of putting road signs on the George Washington Memorial Parkway to indicate the route to the new headquarters as well as his placing a sign in front of the old headquarters at 2430 E Street, N.W. because President Eisenhower and Milton Eisenhower could not find the building.

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9. Included in the deletion was Mr. Dulles' philosophy that it is negative to try to hide that which cannot be hidden and an example of how during World War II in Switzerland he was known as an American representative and therefore he was approached by Germans, Japanese, and others who gave him valuable information which he would not have gotten if he had operated more secretly.

10. Also deleted was Mr. Dulles' statement of the high caliber of the dedicated people in CIA who assisted him. He opposed this deletion but CBS insisted it was defensive and self-serving, so very reluctantly he finally acceded to their wish.

11. When the picture was finally completed, having been reduced from a 5½-hour showing to 1-hour, it developed that it ran two minutes overtime. The deletion of the final two minutes gave Mr. Dulles a rather difficult time. He declined to have two minutes taken from his statement that concludes his appearance on the picture. It then developed that CBS wanted to cut out either the Peenemunde incident where Mr. Dulles explains how he and a British girl independently learned through different intelligence methods of the site of the V-1 and V-2 rockets, or Mr. Dulles' explanation of how the last attempt on Hitler's life failed. The CBS argument that the Peenemunde incident is unknown and means little to the present generation of Americans while Hitler is a name that means something and that the Hitler episode is more dramatic, resulted in Mr. Dulles' agreeing that the Peenemunde incident be deleted. It took some three sessions, however, before he gave in, because he thought this was something that should not be deleted.

12. Mr. Dulles praised Clarence Cannon (D-Mo.) for his statements in defense of CIA's activities and he also praised the FBI and J. Edgar Hoover, the latter for controlling Communism within the United States.

13. Mr. Dulles furnished the CBS people with a list (copy attached) of people he wished CBS would send telegrams to, advising them of his appearance on this telecast. A copy of the publicity put out by CBS is also attached.

14. Arrangements have been made for a copy of the transcript of the actual telecast to be furnished to CIA, as well as a print of the telecast.

15. There were two efforts made by Friendly and Severeid to have Mr. Dulles agree to an additional question as to the accuracy of a statement made in LOOK magazine regarding the U-2 wherein the authors of a forthcoming book, Ross and Wise, say that Mr. Dulles might not have sent Powers on the 1 May 1960 flight over the Soviet Union had he again considered some psychological reports made at that time. This question arose because Mr. Dulles when asked about the statement in an informal conversation had said the statement was false. CBS, therefore, was very anxious to have him delete


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a minute from the telecast and substitute a denial of the statement without direct reference to the book. Mr. Dulles and I both protested that this would be highly improper, that he would be engaging in useless controversy and would give the book a sales push that we should not be a party to. Mr. Dulles explained that when he was the DCI he did not see Wise and Ross and that we had not made available to them Dick Bissell or General Cabell, whom they had asked to see, but that after he had retired from CIA he had a visit from Ross and Wise and had some 3-hour discussion with them but had given them no classified information and had not made this statement which they attribute to him.

16. CBS had requested permission to photograph our new headquarters building and to use the picture in the telecast. I said we could not grant such permission since we do not approve pictures for commercial use and we also do not care to be a party to making our new headquarters a target of publicity. Mr. Friendly said he understood our position and they would drop the subject of photographing our headquarters building.

17. Mr. Friendly explained to Mr. Dulles that CBS had two programs for the same week both of which they have postponed. One was on birth control, the other was on abortion. The three sponsors for "The Defenders," which had the abortion angle with Mr. Severeid narrating, withdrew, but the Speidel Watchband Co. took over the sponsorship and the telecast will appear. It was felt, however, that to have both the birth control and the abortion programs on the same network in the same week might be bad public relations, and for that reason they revived Mr. Dulles' hour and substituted it for the birth control program.

18. Mr. Dulles explained to CBS that in another week he will be going to Switzerland to take his son there to have him enter a sanitarium. He said the boy, who was a lieutenant in the Marine Corps when he lost part of his brain in combat in Korea, has been for seven years in the Psychiatric Hospital in New York. Mr. Dulles told the CBS people that the boy protests, saying he is a wounded veteran and not insane, and so it has been decided that he will get more personal attention in Switzerland and his morale will be better than it is in New York. In his introduction to the telecast Mr. Severeid refers to the wounding of Mr. Dulles' son in Korea and to the last year of Mr. Dulles' service in CIA having been clouded by the Cuban failure.


STANLEY J. GROGAN
Assistant to the Director FOIAb3b

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